

# **KY Broadband Planning Scope of Work**

**Baker**

# KY Broadband Planning Project Phases

**Phase I - Outreach and Data Collection**  
**Year 2011/2012**

**Phase II - Data Analysis, Reporting & Planning**  
**Year 2012/2013**

**Phase III - Tactical Plans**  
**Year 2013 Scope of Work TBD**  
**(not included in this deck)**

# I.A. - Project Administration and Coordination (Baker)

Baker will support the OBOD to administer and coordinate broadband related research, data collection and technical assistance.

**Timeframe:** Support commences at project start-up with a proposed scale back of effort in subsequent phases coinciding with increased OBOD/ADD program sustainment.

**Deliverable:** Support to OBOD

## I.C - Policy and Investment Strategies (OBOD)

OBOD will define policy and investment strategies yielding attractive ROIs for

- service providers,
- cities, local governments, and
- public/private partnerships.

# I.B. - Strategic Plan and Metrics (OBOD/Baker)

- Baker will work with OBOD to develop Formal **Statewide Strategic Plan** for Kentucky.
- Prior to the **Project Area Workshops**, the **Statewide Strategic Plan** will provide a **Framework** including **Mission** and **Strategic Objectives** .
- Following the **Project Area Workshops**, SNG will develop **Project Area Broadband Plans** strategically tailored to selected **Project Area** with input and consultation from Baker.
- **Project Area Broadband Plans** will be used to develop final **Statewide Strategic Plan** in **Phase 2**.
- Baker will assist OBOD in developing **Strategic Objectives** to support the overall strategy, providing information and input based on other broadband projects across the country.
- Once the **Statewide Strategic Plan** and **Strategic Objectives** have been developed, Baker will assist OBOD in developing **Metrics** to measure progress against Plan objectives.
- **Metrics** will be periodically measured and reported from the **Project Areas**.
- Based on continued feedback from **Project Areas**, the **Strategic Objectives & Strategic Plan** may be re-evaluated or modified as needed to keep them aligned with **Project Area** priorities.

## Timeframe:

**Statewide Strategic Plan Framework** April 2012

**Final Statewide Strategic Plan, Objectives and Metrics** in Phase 2

**December 2012 – January 2013**

## Deliverables:

- **Statewide Strategic Plan Framework** (OBOD/Baker)
- **Final Statewide Strategic Plan and Objectives** (OBOD/Baker)
- **Final Statewide Strategic Plan and Metrics** (OBOD/Baker)



## I.D. - State Level Stakeholder Groups (OBOD/ADDs - largely complete)

- ADDs will develop and recruit a collaborative network of **State Level Stakeholders** to form a **State Level Stakeholder Group**.
- In coordination with OBOD, **State Level Stakeholder Group** will play an integral role in defining appropriate needs/actions/tools to facilitate effective broadband planning, adoption and usage.

**Timeframe:** Formation of **State Level Stakeholder Groups** to be organized for conducting State-Level Workshop in early December 2011 and [follow-on 2012 workshops/meetings](#).

**Deliverables:**

- Formation of **State Level Stakeholder Group** (ADDs)
- **State Level Stakeholder Group Contact List** (OBOD)



# I.E. - Outreach and Communications (ADDs – largely complete)

- Develop and implement **Outreach Campaign** for stakeholders for each **Project Area**, to explain Commonwealth vision and how broadband adoption, utilization, and non-utilization impacts regional economic development.
- Develop and implement **Outreach Campaign** to inform and engage general public on the Commonwealth's broadband initiative.
- Develop processes and systems to easily facilitate communications.
- Develop marketing materials/branding effort, in support of the **Commonwealth Strategic Plan**, with a sustainable model for ongoing adoption, utilization, and support of broadband.

**Timeframe:** The **Branding** and **Outreach** will begin as part of the survey preparation. Development of a more focused outreach and communication plans, tools and marketing materials/branding will begin after **State-Level Workshop** in December 2011 and complete before the start of campaign activities for the **Project Areas** in June 2012 timeframe.

**Deliverables:**

- **Stakeholder Outreach Campaign Plan**
- **General Public Outreach Campaign Plan**
- Communication plan/tools
- Marketing materials/branding



## I.F. - Central Repository

(OBOD/ADDs/Baker - largely complete)

- OBOD will direct Baker development of collaborative web-based network - **Central Repository** - to deliver available online information, data, applications and productivity tools to support broadband planning and adoption efforts.
- OBOD will design, develop and deploy the **Central Repository**.
- Build on existing web sites and applications developed for the SBI Mapping Project.
- **Central Repository** will be hosted on the Commonwealth's web server.
- OBOD will identify & ADDs will promote current and new internet content that provides service and educational information to broadband service providers and citizens.
- ADDs will identify, and OBOD, with Baker support will implement available **Broadband Usage Training** and **Action Planning Online Tools**.

**Timeframe:** Development begins at project start-up with support and enhancement continued through all project phases, with a proposed scale back of Baker effort in subsequent phases coinciding with increased OBOD sustainment of the website.

**Deliverables:**

- **Central Repository** design, development and deployment (OBOD/Baker)
- Web hosting environment (OBOD)
- **Central Repository** content (OBOD/ADDs)



# I.G. - Preliminary Broadband Reports/ State-Level Workshop (ADDs/Baker/SNG-complete)

- ADDs will organize state-level **Broadband Adoption and Utilization Planning Workshop**
- Baker/SNG will conduct state-level **Broadband Adoption and Utilization Planning Workshop**
- SNG will develop **KY Broadband Report** including preliminary broadband profiles from 2010 eSB survey to be presented at **Workshop**.
- **Workshop** to raise stakeholder awareness about value of information to be collected, and promote participation in the data collection process.
- **Workshop** feedback documented and provided back to the OBOD/ADDs for review, comment.
- SNG will set up **Digital Economy and Analysis Platform (DEAP)** for a limited number of OBOD/ADDs users, using the 2010 eSB data.

**Timeframe:** December 2011

## **Deliverables:**

- State-Level **Broadband Adoption/Utilization Planning Workshop** organization (Baker/ADDs)
- State-Level **Broadband Adoption and Utilization Planning Workshop** delivery (Baker/SNG)
- **KY Broadband Report** including preliminary broadband profiles (SNG)
- **Workshop** Documentation (Baker/SNG)
- Limited **DEAP** Deployment based on 2010 eSB Data (SNG)





## I.H. - Adoption and Utilization Data Collection Plan (SNG - complete)

Utilizing information from **Workshop**, SNG will develop Plan for collecting Broadband Adoption and Utilization data, including a definition of the baseline data to be collected.

**Timeframe:** January 2012

**Deliverables:** Broadband Adoption and Utilization Data Collection Plan



# I. I. - Data Surveys

## (SNG/Baker/ADDs - complete)

- Information about utilization levels, as well as current and potential benefits realized by households, governments, businesses, and other entities.
- Include modules of special interest, such as e-health, postsecondary education, K-12 education and other areas as required.
- Objective to understand individual and institutional usage, barriers to adoption and economic gains and losses; get a “lay of the land”; to know what people, businesses and organizations do (and do not do) with broadband and broadband-enabled applications; and to understand where the Commonwealth’s weaknesses or “missed opportunities” lie.
- Focus on richer set of demand-side data (defined **Broadband Adoption and Utilization Data Collection Plan**).
- **Paper Surveys** developed and distributed at local agencies to solicit input from businesses/people not currently using internet.

**Timeframe:** February 2012

**Deliverables:**

- **Web Survey** Development (SNG)
- **Paper Survey** Development (Baker)
- **Web Survey** Deployment (SNG)
- **Paper Survey** Deployment (ADDs)

## II. Data Analysis, Reporting and Planning (OBOD/Baker/SNG)

- A. Continued (from I.A.) Project Administration and Coordination (Baker)
- B. Continued (from I.B.) **Strategic Plan** and **Metrics** Development (OBOD)
- C. **Outreach & Communications** (ADDs) : Utilize plans, tools and materials developed in I.E. to continue Outreach & Communication to Stakeholders and General Public.
- D. Continued (from I.F) **Central Repository** Support
- E. eSB Reporting (SNG/Baker)

Objective: High level analysis and strategic implications for Kentucky

1. Develop **e-Solutions Benchmarking Technical Report**; **Phase I** survey data aggregation and analysis. This will be more of a summary report in comparison to the **2010 e-Solutions Benchmarking Technical Report**, with the detailed information provided through the **Digital Economy and Analysis Platform (DEAP)**.
2. Develop **e-Strategy Report** (similar to the **Broadband Report**) for Kentucky including limited regional breakdown of key factors, as well as county level “heat maps” that use benchmark data and federal data to project Internet utilization patterns at the county level.

## II.E - eSB Reporting, cont'd. (SNG/Baker)

3. Update **Digital Economy and Analysis Platform (DEAP)** with new **Phase I e-Solution Benchmarking** survey data.
4. Develop **Briefing Document**, including maps of unserved and underserved areas.

**Timeframe:** April 2012

**Deliverables:**

- **eSB Technical Report** (SNG)
- Updated **DEAP** (SNG)
- **e-Strategy Report** (SNG)
- **Briefing Document** (Baker)

## II.F. - Establish Priorities & Project Areas (All)

- Organize **Central Planning Session** for OBOD, ADDs with limited stakeholder participation as an option.
- Utilize previous eSB reporting deliverables to establish priorities for planning & outreach.
- Prioritize sectors and/or geographies, and determine which e-solution utilization and adoption gaps will be chosen for targeted focus.
- Utilize previous eSB reporting deliverables to identify up to five **Project Areas**, which will become the focus for analysis, planning and outreach.
- Define **Project Area Scope of Work (SOW)**: goals, target groups, focus area(s). Initial **SOW** to be developed at CPS; refinements to be made by **Project Area Working Group**.

**Timeframe:** Late May/Early June

### **Deliverables:**

- **Outreach** to Prospective Participants for **Central Planning Session** (OBOD, ADDs)
- Broadband **Planning and Outreach Priorities** (OBOD/ADDs)
- **Project Areas** Identification (OBOD/ADDs)
- **Central Planning Session** Delivery (SNG and Baker)
- **Central Planning Session** Summary (Baker and SNG)
- **Project Area Scope of Work (SOW)** as living document (SNG, ADDs)
- **Draft Work Plan** for future analysis, planning & outreach for 2012-13 (SNG, Baker)

## II.G. - Develop Resources for Project Area Planning and Outreach (All)

Objective: Develop resources and recruit **Project Area Stakeholders** for **Initial Project Area IPA) Workshops**.

- Develop **Project Area Broadband Profiles**, built from the eSB reporting deliverables, i.e., **e-strategy Report** and **Briefing Document**.
- **Profiles** to provide more detailed analysis and recommendations at the **Project Area** level, focusing on issues and sectors identified in the **Central Planning Session**.
- Develop **DEi Scorecards** for businesses and organizations that identify individual patterns of broadband utilization, gaps, barriers and opportunities.
- **Scorecard** assessment, delivered through an automated online process, provides customized information to encourage broadband and broadband-enabled application/process adoption.
- Provides insight on likely benefits to be achieved by utilization of each application/process.
- Recruit **Project Area** participants from **Stakeholder Groups** for **Fall Planning Activities**.

**Timeframe:** To occur during June-August 2012 timeframe.

**Deliverables:**

- **Broadband Profiles** for each **Project Area** (SNG)
- **DEi Scorecards** (SNG)
- Stakeholders Recruitment (ADDs, OBOD)

## II.H. - Best Practice Modules (Baker/SNG)

- Develop five **Best Practice Modules** identifying processes & applications utilized by leading broadband users that promote successful utilization and maximize benefits from utilization.
- Incorporate **Kentucky Benchmarking Data** as well as SNG's broader database.
- Develop **Best Practice Modules** that support relevance of statewide "Best Practice" e-solutions within specific constituencies and districts.
- Conduct **Key Informant Interviews** with businesses and organizations that have best in sector utilization practices and outcomes, and private sector providers of e-solutions.
- Utilize **Best Practices Reports** to develop online **Best Practice Webinars** as part of the planning process.
- **Best Practice Modules** will include identification of leading practices within the sectors that are prioritized, as well as a list of strategies and resources for implementing these practices. The **Best Practice Modules** will address:
  - Processes and applications for productivity;
  - Internet delivery of services;
  - Privacy and security concerns;
  - Two additional modules determined by consultation process
- Dissemination of **Best Practice Modules** will take form of formal **Best Practices Report**, PowerPoint slide deck and a Webinar recorded and suitable for webcasting.

## II.H. - Best Practice Modules, cont'd. (Baker/SNG)

**Timeframe:** Some or all modules could come after May 2012 **Central Planning Session**, if identified for one or more **key focus areas (sector or issue)**.

Modules not developed after May 2012 **Central Planning Session** would be developed in conjunction with the **Project Area Plans** during the **IPA Workshops**.

**Deliverables:**

Five Best Practice Modules, which will include a Best Practices Report, a PowerPoint slide deck and a Webinar recorded and suitable for webcasting.



## II.1. - Initial Project Area (IPA) Workshops (All)

- Organize **IPA Workshops** for OBOD, ADDs & targeted district stakeholders.
- **“From Broadband to Benefits: Understanding the basics of broadband utilization and adoption” webinar** – Workshop preparation tool for stakeholders.
- Introduction and discussion of key information, consisting primarily of the findings in the **Broadband Regional Benchmarking Report** for Kentucky.
- Presentation and utilization of previous **Work Plan** for meeting discussion and analysis.
- Identify key elements required for development of **Project Area Work Plans**.

**Timeframe:** September 2012

**Deliverables:**

- **IPA Workshop Organization** (ADDs/OBOD)
- **IPA Workshop Prep Webinar** (SNG)
- **IPA Workshop Delivery** (Baker/SNG)
- **IPA Workshop Outcomes Documentation** (Baker/SNG)

## II.J. - Draft Project Area Work Plans (SNG)

- Discussions from **IPA** workshops summarized and synthesized into a Roadmap to achieve stated **Project Area Goals**.
- Include analysis of costs and benefits of targeted adoption and utilization campaigns within identified sectors within the **Project Area**.
- Include development of “**Best Practice**” **Modules** to inform or support implementation of Project Area Campaigns aimed at improving utilization.
- Priority given to promotion of broadband utilization and adoption that promotes job creation, competitiveness, and innovation.
- Development of a High Level Action Plan.
- Development of a deliverable **Draft Project Area Work Plans**, one for each Project Area, recommending roadmap to achieve **Project Area Goals**.

**Timeframe:** December 2012

**Deliverable:** **Draft Project Area Work Plans** that ultimately will include project goals, a *Roadmap for Economic Development through Broadband* that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the Roadmap.

## II.K. - Follow-Up Project Area (FPA) Workshops (All)

- Organize **FPA Area Workshops** for OBOD, ADDs and targeted **Project Area Stakeholders**.
- Present Draft **Project Area Work Plans**.
- **Workshop** will disseminate recommendations and High-level Action Plans.
- **Workshop** will act as final consultation step prior to finalizing **Project Area Work Plans**.

**Timeframe:** January 2013

**Deliverables:**

- **FPA Workshop Organization** (ADDs/OBOD)
- **FPA Workshop Delivery** (Baker/SNG)
- **FPA Workshop Outcomes Documentation** (Baker/SNG)

## II.L. - Final Project Area Work Plans (SNG)

- Outcomes from **FPA Workshops** analyzed to update **Project Area Work Plans**.
- Final **Project Area Work Plans** will include Project Goals, a *Roadmap for Economic Development through Broadband* that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the Roadmap.
- **Project Area Work Plans** can be used by each **Project Area** to:
  - Adjust existing economic development programs and activities
  - Prepare applications that fund new economic development initiatives
  - Create an economic development framework for promoting specific e-solutions in targeted sectors that maximize local productivity, competitiveness, and innovation.

**Timeframe:** Jan-Feb 2013

**Deliverable:** Final Project Area Work Plans, one for each Project Area

# Phase II Deliverables

April 2012 – June 2012

## April 2012

1. Deliver *Strategic Plan* Framework: Mission and Objectives
2. Deliver *eSB Technical Report* - April 30
3. Deliver Updated *DEAP* - April 30

## April-May

4. Reach Out to Prospective Central Planning Session Participants (CPS)

## May

5. Deliver *e-Strategy Report* - May 10
6. Deliver *Briefing Document* (Maps)
7. Finalize *Regions* - ADDs, OBOD – First Week in May
8. Conduct *DEAP* walk-thru

## May-June

9. Deliver CPS May 31
10. Identify up to five *Project Areas*
11. Define Broadband Planning & Outreach Priorities for *Project Areas*

## June

12. Deliver *CPS Summary*
13. Deliver *Project Area Scope of Work (SOW)* as living document
14. Deliver *2012-2013 Work Plan* for Future Analysis, Planning & Outreach

# Phase II Deliverables

June 2012 – February 2012

## Jun-Aug

- 15. Deliver *Broadband Profiles* for each *Project Area*
- 16. Deliver *DEi Scorecards*
- 17. Recruit Stakeholders for upcoming Workshops

## Sept

- 18. Organize *Initial Project Area (IPA) Workshop*
- 19. Conduct *IPA Workshop* Prep Webinar
- 20. Deliver *IPA Workshops*
- 21. Deliver *IPA Workshop Outcomes Documentation*

## Oct

- 22. Deliver Best Practice Modules: Reports, Slide Decks and Webinars

## Dec

- 23. Deliver Draft *Project Area Work Plans*

## Jan 2013

- 24. Organize *Follow-up Project Area (FPA) Workshops*
- 25. Deliver *FPA Workshops*
- 26. Deliver *FPA Workshop Outcomes Documentation*

## Feb 2013

- 27. Deliver Final *Project Area Work Plans w/Roadmap*
- 28. Deliver Final *Statewide Strategic Plan w/Objectives and Metrics*

# KY BB Planning Phase II Timeline



# KY BB Planning Phase II Timeline

(with Task Owners)





# Phase II New Definitions

**Regions** The state will be divided into four or five contiguous geographic areas that when combined comprise the whole state. Initial **Regions** will consist of two or more ADDs, with no ADD belonging to more than one **Region**. The **Regions** and their boundaries will be defined jointly by the ADDs and OBOD in the first week of May.

**Projects Areas** are selected areas of focus, targeted for broadband planning within **Regions**, with no more than five total **Project Areas**. **Project Area Scope of Work** that include priority issues and geographic boundaries will be defined and provided for each **Project Area**.

A **Project Area Work Plan** will include Project Goals, a Road Map that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the Road Map.

# Phase II Project Area Recommendations

*Project Areas* will be identified and designed based on following criteria (subject to amendment):

**1. Relative Broadband Performance** (one or more of the following):

- ☐ Poor connectivity, based on Baker maps of un- and under-served areas
- ☐ Low adoption, based on recognized adoption demographic criteria
- ☐ Poor utilization, based on SNG DEi scores

**2. Commitment and Capacity of stakeholders**

- ☐ Commitment to participate and provide resources  
(mainly leadership, stakeholders and institutional capacity)
- ☐ Capacity to assist in development of deliverables
- ☐ Capacity to follow through with broadband initiatives

**3. Potential for Change**

- ☐ Priority issues can be impacted by local and regional resources
- ☐ Changes are measurable, meaningful and appropriate

# Phase II Project Deliverables for ADDS

1. Help define ***Project Area Scope of Work (SOW)***: goals, target groups, focus area(s). Initial ***SOW*** to be developed at ***Central Planning Session*** with refinements made by the ***Project Area Working Group***.
2. Participate in a ***Project Area Working Group*** established for each project.
3. Recruit participants to the project and two project workshops – the ***Initial Project Area (IPA) Workshop*** and the ***Follow-up Project Area (FPA) Workshop***.
4. Promote participation in a Webinar prior to the ***IPA Workshop*** that will orient stakeholders to the Broadband Projects
5. Co-sponsor the ***Initial Project Area Workshop*** (and assist in logistics: meeting space, invitations, refreshments)
6. Co-sponsor the ***Follow-up Project Area Workshop***.